THE 1102 CONTRACT SPECIALIST

AS A "BUSINESS MANAGER"

A View From The Top

Our Challenge

"We are involved in a more complex solution- oriented business. We have many varied customer needs and great industry partners. We have an opportunity to make a difference – for our agencies and the taxpayers. Let us do it right."

Ms. Deidre Lee

Director, Defense Procurement & Acquisition Policy

FAR Guiding Principles

Business Manager *FAR Parts 1 & 12*

- **Exercise personal initiative and sound business judgment in providing the best value product or service to meet the customer's needs**
  - **Exercise discretion... and comply with applicable laws and regulations in dealing with contractors**
- **Interpret absence of direction as permitting innovation and use of sound business judgment**
  - **Preference for commercial products & customary commercial practices -- start with market research**

Attributes and Competencies

Business Managers:

- **Know and Understand the Mission(s)**
- **Focus on Customers**
- **Know the Market Segment**
- **Exercise Personal Initiative and Sound Business Judgment**
- **Know How to Select the Right Buying Strategy and Tools for the Business Situation**

Attributes and Competencies

Business Managers:

- **Know How to Shape Smart Win-Win Business Alternati**
- **Competent in Commercial Business Practices**
- **Know & Understand Regulations**
- **Foster Strategic Partnerships for Business Arrangements**
- **Effective Communicators with Good Decision Making Skills**

Contracting “On The Move”

Contracting “On The Move”

“Old School”	“New School”
Contract Specialist	Business Manager
Rigid Adherence to Regs	Generating solutions using the regs as guardrails
Design or Military Specs	Performance-Based SOWS
Lowest Bid	Best Value
Bureaucratic	Customer Driven
Independent	Teaming

Customer Perspective

Business Managers Should:

- **Be Customer Focused and Customer Service Oriented**
- **Have Sound Decision-Making Skills**
- **Be Innovative**
- **Be Strategically/Corporately Focused**
- **Understand Technology application and Information Management**
- **Build and Maintain Relationships/Partnerships**
- **Have Sound Business and Communication Skills**
- **Have Customer/Industry/Product Knowledge**

Business Strategy Factors

- Requirement Planning
- Methods for Satisfying Customer Needs
- Market Conditions
- Industry/Corporate Strategy
- Past Performance
- Risk
  - Costs
  - Schedule
  - Performance

Motivators

Seller (Contractor)

- **Profitability**
- **Market share**
- **Cash flow**
- **Tech leadership role**
- **Survival**
- **Image**

Buyer (Government)

- **Readiness**
- **Conduct business with fairness and openness**
- **Fulfill public policy objectives**

Shared Motivators

Customer satisfaction

Minimize administrative costs

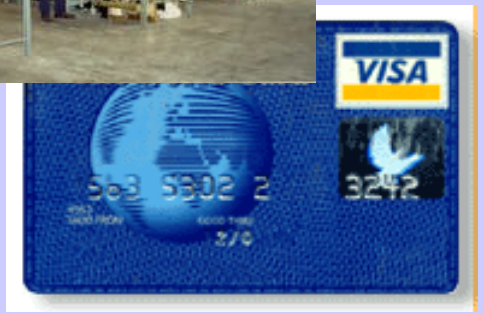
Conduct business with integrity

Competing Forces

- **Marketplace - Market forces and conditions**
  - Timeliness, quality, cost and potential tradeoffs
  - Acquisition risks
  - Socioeconomic objectives
  - Level and nature of competition
- **Political - Inter-governmental and public interaction**
  - Appropriations (funding process)
  - Statues, Congressional oversight
  - Public trust and acceptance
- **Cultural and Financial Environment**
  - Appropriations strategy
  - Cash flow

Procurement Alternatives

- Government Inventory
- Economy Act
- Purchase Card
- Request for Quotation/Purchase Order
- Indefinite Delivery Contracts
- Ordering Instruments and Procedures
- Sealed Bidding
- Contracting by Negotiation
- Alpha Contracting
- Price-Based Contracting
- Commercial Buying



GSA GLOBAL SUPPLY

Your Reliable Government Source

Consider the “Legal” Benefits

- Guaranteed compliance with the FAR
  - JWOD Items
  - Environmental Items
  - Socio Economic Items

Call 800-525-8027 or go online (web site coming soon!)
www.GSAglobalsupply.gsa.gov to order

Stop by the GSA Global Supply booth, near room 214C, to find out more

It’s A Big Deal!

Purchase:

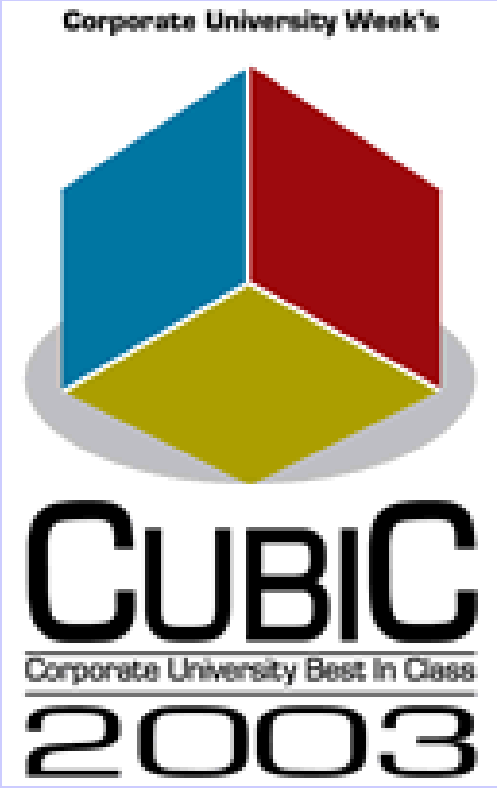
- The Right Stuff …
- Delivered to the Right Place…
- At the Right Time…
- At the Right Price…
- Using a Smart Business Arrangement.

Frank J. Anderson, Jr.

“We have made great progress toward providing our customers what they need, when and where they need it!”

AU's Commitment to Success

- University Organized as Customer Centric
- Learning products and methods Re-Engineered
- Technology integrated into the learning process
- Customer focused Performance Support Activities
- Partnered with Academia, Industry, and Governmental Organizations



VISIT OUR WEB SITE AT www.dau.mil

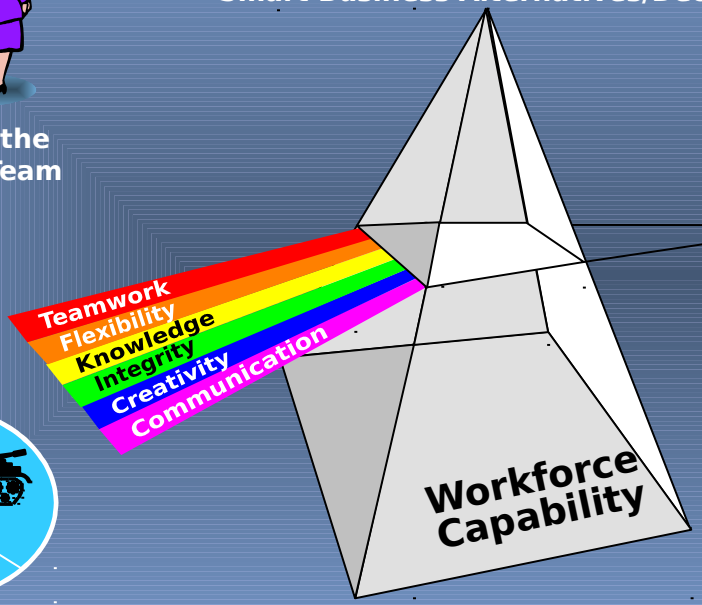
SHAPING SMART BUSINESS ARRANGEMENTS

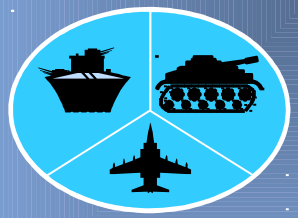
Member of the Acquisition Team

Smart Business Alternatives/Decisions

Commercial Practices

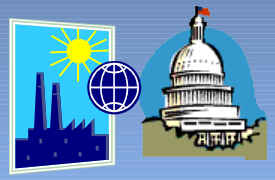
Warfighter Support





DoD Customer

Senior Leadership
Vision, Focus,
Change, Culture



Private & Public Sector

CON 100

Successful Business Managers

- Increase Flexibility
- Mirror Industry Practices
- Create Better Agreements
- Sustain Relationships
- Save time and money
- Achieve Best Value
- Innovative Workforce

Result: Everybody wins!

DAU – South Region Huntsville, Alabama

- Certification Training
- Targeted Training
- JIT Training
- On-Site Training
- Assignment Specific Training

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